



GSA professional services schedule (PSS)

federal supply service

J.R. Reingold and Associates, Inc.
(DBA Reingold, Inc.)
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Contract Number:
GS-23F-0168L
Contract Period: 05.02.16 - 05.01.21

Contract Administrator:
Kevin Miller
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Solicitation Number:
FCXA-M2-030001-B
FSC Class: 541

Business Size:
Small Business

» customer information

- 1a.** Table of Awarded Special Item Numbers:
SIN 541-1/RC Advertising Services
SIN 541-1000/RC Other Direct Costs
SIN 541-2/RC Public Relations Services
SIN 541-4A/RC Market Research
and Analysis
SIN 541-5/RC Integrated Marketing
Services
SIN 874-4/RC Training and Development
Services
- 1c.** Hourly rates and their corresponding job
descriptions are attached.
- 2a.** Maximum Order: \$1,000,000
- 3.** Minimum Order: \$100
- 4.** Geographic Coverage: Worldwide
- 5.** Point(s) of production: Washington DC (US)
- 6.** Discount from list prices or statement of net
price: Government net prices (discounts
already deducted). See Attachment.
- 7.** Quantity discounts: None offered
- 7a.** Rebate back media commissions:
Reingold will not use the commercial
practice of charging commission on
media buys. Reingold will charge the
government by project in the same
manner it charges other services under
labor categories.
- 8.** Prompt payment terms: NET 30
- 9a.** Government purchase cards are
accepted at or below the micro-purchase
threshold: Yes
- 9b.** Foreign items: None
- 10.** Foreign items: None
- 11a.** Time of Delivery: Specified on the
Task Order.
- 11c.** Overnight and 2-day delivery:
Contact Contractor
- 11d.** Urgent Requirements:
Contact Contractor
- 12.** F.O.B. Point(s): Destination
- 13a.** Ordering Address(s):
Same as company address
- 14.** Payment address(es):
Same as company address
- 15.** Warranty Provision: Contractor's
standard commercial warranty
- 16.** Export Packing Charges: N /A
- 17.** Terms and conditions of
Government purchase card
acceptance: Contact Contractor
- 18.** Terms and conditions of rental,
maintenance and repair: N/A
- 19.** Terms and conditions of
installation: N/A
- 20.** Terms and conditions of repair parts
indicating date of parts price lists and
any discounts from list prices: N/A
- 20a.** Terms and conditions of any other
services: N/A
- 21.** List of service and distribution
points: N/A
- 22.** List of participating dealers: N/A
- 23.** Preventive maintenance: N/A
- 24a.** Special attributes such as
environmental attributes: N/A
- 25.** Data Universal Numbering System
(DUNS) number: 185056942
- 26.** Notification regarding registration in
Central Contractor Registration (CCR)
database: Registered

» We're on a Mission. Yours.

Reingold brings a top quality team with a wealth of expertise to its clients.

Reingold's strategic communications, public education, social marketing, branding, creative design and market research experience spans 24 years, working at the leadership levels of federal, state, and regional institutions—both military and civilian, as well as at the grassroots level with public and private constituencies. Reingold offers the full range of communications services and products.

Janet Reingold, Reingold's president and founder, was a senior executive in the U.S. Department of Labor for 13 years, overseeing policy development, strategic planning, research, demonstration, evaluation, and performance standards. Kevin Miller, a Reingold principal, is an expert in marketing and communications strategy, planning, and implementation, with more than 17 years of experience working with industry, nonprofit, and government leaders, including IBM, Sephora, Ronald McDonald House Charities, Operation Smile, and numerous federal, county, and local government agencies. Joseph Ney, a Reingold principal and creative director, blends artistic talent with formal business training and an extensive background in strategic marketing, budgeting, and communication to lead the development of branding, identity, and the full range of collateral material for diverse organizations, from the National Health Service Corps to the Chesapeake Bay Gateway Network.

Our team of specialists is skilled at developing and implementing all phases of communications plans. We are accustomed to taking complex products and challenges and distilling them into simple targeted messages that add value. We have helped numerous public and private organizations and government agencies with their promotional campaigns. From paid display advertising to public service announcements, we have created families of ads that have been placed across the country. Our multifaceted communications campaigns successfully brand and position our

clients and advance their missions—mobilizing their stakeholders and reaching new audiences.

We invest the time upfront to build your communications plan around substantive knowledge of your background and priorities. We tackle each project individually, focusing on the specific strengths, weaknesses, challenges, and opportunities that are unique to your organization. And our specific action plans enable us to monitor progress and ensure accountability for results.

Our entire team understands the unique demands and culture of government systems. We hire and maintain a team with fresh perspectives; public and private sector experience; and cutting-edge multimedia technology and design expertise.

The following are examples of services that may be performed under each SIN category; however, they are not meant to limit or exclude other services that can also be performed by Reingold under the GSA AIMS Schedule.

Advertising Services (SIN 541-1)

Reingold has launched numerous advertising and PSA campaigns for public and private organizations, creating families of ads that have been broadcast on radio and television and placed online and across the country in newspapers and magazines, on the sides of buses and subway cars, and on billboards and kiosks.

Integrated Communications Plans. Reingold performs and builds on market research to develop a strategic communications plan with specific marketing and outreach objectives. Through surveys, interviews, and focus groups involving both client leadership and external stakeholders, we identify gaps between what our clients aim to convey and what their audiences perceive. Based on the results, we develop campaigns that leverage client resources to raise awareness and change perceptions—and behavior.

» advertising services

Chesapeake Bay Gateways Network

Branding; Strategic Communications Planning; Consensus-Building;
Annual Report Planning; Media Relations

The Chesapeake Bay Gateways Network (CBGN) is a cluster of historic, educational, environmental, and recreational tourist sites offering visitors access to the entire Bay system. The Network includes 147 disparate private and public sector entities, each its own small business—from educational sailing ships and historic homes to museums of the Underground Railroad. In 2003, CBGN retained Reingold to formulate a comprehensive strategy for communicating with its four primary audiences: watershed residents, the media, policy influencers, and its own supporting members and resource partners. The campaign aimed to increase visitation, raise public awareness and appreciation, and ultimately improve conservation of the Chesapeake Bay.

Our marketing and communications plan for CBGN earned a MarCom Creative Award for efficacy through an international competition for marketing and communication professionals. The awards are part of The Communicator Awards, one of the largest, oldest, and most respected competitions in the communication field.

Reingold conducted market research that included both qualitative questioning of targeted individuals and focus group sessions. Then CBGN and Reingold collaborated to develop a unifying brand and message platform for the Network with a fundamental position—Your Chesapeake Connection—that identifies the unique benefits of the Network as a customizable guide to the treasures of the Chesapeake. Reingold also developed a messaging framework with individually tailored messages reinforcing Your Chesapeake Connection for each of the priority audiences.

Using segmentation and targeted messaging to reach out to various priority audiences, Reingold created an integrated and multifaceted communications strategy to educate the public and promote the Bay's amenities. Throughout the yearlong process of developing the strategic plan, Reingold helped CBGN leadership build consensus among individual Network members and its oversight working group. Reingold continues working with CBGN to implement the branding and marketing plan that includes a public education and awareness campaign, internal communications, special events planning, and conference development.



Branding. Through communications audits, trend and content analysis, and attitudinal research, Reingold evaluates the quality and impact of our clients' existing communications and proposes a new messaging and branding framework—combined with surveys, interviews, and focus groups that pinpoint new messages that will resonate most with each target audience. Based on the results, our marketing experts and seasoned writers create an overarching message or position and then craft tailored messages for each distinct audience, addressing both content and audience-specific factors such as ethnicity and culture, preferred language, and reading level.

Media Selection. Creating the right messages is only the beginning; choosing the most effective communication channels to reach target audiences can define a campaign's success. Reingold's strategic communications plans depend on targeted research to determine the most efficient and effective media for reaching our intended audiences—as well as the websites, transit, publications, and programming that target audiences use most.

Media Planning and Placement. Reingold's media planners and buyers have produced and placed many targeted national and regional campaigns

» advertising services

with multimedia (print, electronic, out-of-home, and broadcast) saturation. Working in partnership with our clients and within established budget parameters, we set specific, measurable goals for each campaign element. The firm uses sophisticated market research, demographic data, social and psychological factors, consumer motivation research, and cost-per-thousand (CPM) calculators to plan, purchase, and evaluate strategic placements. We develop a recommended list of outlets including broadcast networks, cable networks, broadcast network affiliates, and major independents—as well as online search engines and websites—based on their rank, audience, and, if applicable, pricing for advertising or history of PSA usage.

Broadcast, Print, and Out-of-Home Advertising.

Our radio and television advertising uses the craft of storytelling to engage, educate, entertain, and persuade—integrating our market research and messaging into concepts that command attention and issue a clear call to action. We select footage and imagery to capture message concepts and make them come to life through the immediacy of film, the honesty of pictures, and the power of compelling writing. We conceptualize and script TV and radio broadcast ads and PSAs in a variety of lengths—60, 30, and 15 seconds—to maximize their utility for a variety of placements at minimal additional production cost. Based on the messaging and visuals of the broadcast PSAs, we develop a family of print ads, posters, billboards, transit ads, YouTube videos and online banner and Flash ads for additional placement in the full range of media.

Direct Mail. We write and design direct mail campaigns that integrate our clients' messages and branding into powerful, targeted pieces tailored to specific audience segments and tied to timely events. We design every element of the package—including the envelope, which may be the most important of all—to engage recipients and drive them to explore the entire piece. And we see that the call to action and response mechanism are simple

and direct to maximize results. Our experienced team can coordinate the mailing and response management and request fulfillment as well.

Public Service Announcements. To successfully place PSAs, we make sure they are available in a variety of sizes for print and online publication and lengths for broadcast, packaged attractively and professionally, delivered to the editors appropriately, and accompanied by correspondence that spells out how the ads will respond to the needs of their readers, listeners, or viewers. We also package ads so they may be downloaded from client, social marketing, and partner websites—ensuring maximum exposure for the campaign's messages and themes. If desired, Reingold can work with the Ad Council and partner agencies to shape the PSA portion of a campaign.

In the online space, we work with social media experts to develop behavioral targeting, which places ads on websites based on a visitor's previous visit behavior. For example, if an individual has previously visited sites focused on job searches, our experts can track this activity and ensure that client ads relevant to job searches appear on the websites they visit in the future.

Campaign Evaluation. We use a range of research methodologies, including quantitative surveys and qualitative interviews and focus groups, to provide market research; test creative concepts, messages, and designs; determine which communications channels most effectively and efficiently reach target audiences; identify potential champions with the greatest access to and influence over target audiences; and evaluate campaign effectiveness. These tactics are especially effective in evaluating the impact of public education campaigns on awareness, attitudes, and behaviors. Typically, it takes four years to achieve a measurable impact on public awareness and a decade to capture quantitative behavior change results.

» advertising services

American College of Allergy, Asthma and Immunology

Branding; Public Education

The American College of Allergy, Asthma and Immunology (ACAAI) needed a clear brand and a strong position to at once raise awareness and understanding of allergic diseases and showcase the optimal, specialty care that patients receive from qualified allergists-immunologists. ACAAI engaged Reingold to develop a public education and branding campaign to inform allergy and asthma sufferers about the importance of seeing an allergist.

We conducted internal and external market research to provide a foundation for the campaign, including review and analysis of primary and secondary research on target audiences, competition, market trends, and market perceptions; an audit of ACAAI's print and online materials to determine how ACAAI communicates and identify the messages that are being sent out to stakeholders; and hundreds of interviews with allergy and asthma sufferers to get an overview of ACAAI's market position and begin testing possible campaign messages.

Based on the results of our research, Reingold created a distinctive, evocative ACAAI logo and defined messaging and images that resonate with the organization's target audiences, particularly chronic allergy and asthma sufferers. We continue executing a full-blown multimedia communications campaign including advertising, online outreach, media relations, and partner and member mobilization.

For surveys, interviews, and focus groups, our team has the proven ability to identify and reach out to the right participants and ask the right questions—so that our research produces accurate, focused insights and conclusions tailored to helping our clients achieve the results they require. For evaluation purposes, we conduct a baseline survey before the campaign begins and conduct follow-up surveys to measure changes in audience understanding and behavior at key points as the campaign progresses.

We augment these research results with trend and content analyses to assess the number of impressions and the ultimate impact of our campaigns in the mainstream media and trade press.

Design (Collateral and Online). A competitive differentiation for Reingold is the degree of integration among strategy, design, and message. An integrated, multi-faceted marketing strategy is a powerful catalyst for success.

**Design is about
communication,
NOT decoration.**

Public education campaigns typically include:

- Education: Brand awareness achieved through the frequent repetition of clear, simple messages through multiple communication channels.
- Motivation: Convincing the target audiences that the perceived benefits of changing their behavior in the way promoted by the campaign clearly outweigh the perceived costs
- Behavior change: Mobilizing target audiences to change their behavior by making the best decision possible to achieve the best results

At Reingold, every creative execution is tethered to a carefully researched communication strategy and “brand”—and our creative director actively participates in the early meetings and later idea sessions that turn abstract knowledge into communications goals and, finally, into handsomely designed materials with lasting impact. Reingold staff have won accolades from the American Marketing Association, the American Advertising Federation, the Art Directors' Club of Metro Washington, the Apex Awards, the Mercury Award, ShowSouth, Portfolio Center, and many others.

» advertising services

Our materials include:

- **Reports.** Publications are our hallmark product—a core competency for more than 24 years. We write, edit, and design annual reports, case statements, development and research publications, and other documents for federal, state, and local government agencies and numerous foundations and private-sector institutions. We use appealing and evocative images and graphic elements that reinforce key messages, with layouts that break up dense copy with callouts and lead the reader easily through the copy—guiding the eye to major points.
- **Brochures and collateral materials.** Reingold develops award-winning collateral packages and brochures that unite communication strategy and visual appeal. We have designed a host of brochures and collateral materials for federal, state, and local government agencies and the private sector.
- **Logos.** We have received national recognition and numerous awards for our development and design of logos and identity systems. Based on initial market research to determine overarching themes that resonate with each audience, and in some cases using follow-up market testing to gauge responses to various concepts, we create logos that evoke the emotions our clients wish to elicit in their target audiences. Because much of logo creation is subjective, we develop a series of options for the client to review and then continue to refine a few until the client is fully satisfied that we have captured exactly what needs to be conveyed.
- **Websites.** The Reingold team has experience in all aspects of multimedia development and Web design, creating dynamic viral campaigns and websites that incorporate Podcasts, videos, and blogs to get results and speak directly to our clients' target audiences. From content planning

National Health Service Corps (NHSC), U.S. Department of Health and Human Services

Advertising; Ambassador Toolkits; Collateral Materials (Brochures, Folders, & Promotional Items); Branding & Identity

Reingold helped formulate NHSC's recruitment and retention campaign, including developing an integrated marketing communications strategy and creative concepts and materials. The campaign had a measurable and meaningful impact on increasing the quality and quantity of applicants to the NHSC's programs, which attract primary care physicians to underserved urban and rural communities.

During this engagement, Reingold's team monitored discussion groups with primary care clinicians to understand which concepts motivate them; interviewed clinicians and clinic management to produce news stories and awareness brochures; and spent several months in the field filming and photographing NHSC clinicians in their communities.

Based on our findings, we developed a new identity for the Corps—America's Health Care Heroes—and refined the NHSC logo to give its new identity added emphasis and dynamism. Next, we featured that identity in powerful and targeted campaigns to recruit students, clinicians, and community leaders. Respondents to the ads received a publication that explained the benefits of the program in depth and encouraged them to submit an application. We also created an ambassador program to enlist clinicians and community leaders to help spread the word about the Corps.

Since Reingold launched the new ambassador program, the Corps' recruitment results have tripled—under the same budget. More than 900 college guidance counselors, financial aid officers, and other influential voices in the healthcare education community have joined the Corps' quest to provide primary healthcare access for all Americans.

» public relations

and information architecture to interface design, data capture, and programming, we meet the full range of multimedia needs. We work with our clients to enhance website programming and content to reinforce their branding and message, and see that the website is optimized for search engines by integrating keywords throughout.

Public Relations (SIN 541-2)

Attracting media attention takes more than a press release. Reingold helps clients target the right media, produce press kits and outreach materials, organize media events, and equip client leadership with the experience necessary to talk to journalists and the public through executive coaching and speakers kits.

Media Relations. From one-time publicity campaigns and single event promotions to larger, more comprehensive integrated communication campaigns, our media relations efforts are based on strategy and solid market research. Our strategic media relations plans include an analysis of strengths, weaknesses, opportunities, and threats; the development of lists of targeted media outlets and editorial calendars; and the crafting of potential angles and pitches. We carefully study our clients' strategic operating plans and budgets to ensure that media messages support and advance their strategic direction.

U.S. Department of Housing and Urban Development, Office of Policy Development and Research (PD & R)

Design/Creative Services

The U.S. Department of Housing and Urban Development needs top-notch graphic design to help convey important, often overlooked economic analyses and technical policy positions so essential to increasing home ownership in America. The work of PD&R is important because it presents the department's public face to many stakeholders and audiences, including policy executives, political leaders, program practitioners, economists, academics, partner organizations, the media, housing consumers, and the general public. Reingold fulfills this flagship office's graphic design needs, creating everything from policy reports to multimedia presentations, exhibits, meeting materials, and logos.

The fundamental challenge is presenting the policy- and data-heavy material in a way that creates an emotional appeal and hits home with the target audience. Reingold brings a fresh approach and applies our award-winning design skills to tap into emotions and showcase the department's accomplishments and impacts in communities across America.

Our work for HUD's PD&R division is a powerful combination of strategic thinking, federal policy and research expertise, and stellar design capabilities: in short, a one-stop solution. We are proud of the array of materials we have developed for PD&R, as we feel it demonstrates our design talents, our scrupulous attention to detail, and our dedication to thoughtful customer service. But most important, Reingold's work for PD&R has generated momentum for HUD's policy development and research inside and outside our government, helping important information achieve greater circulation, helping communities open their doors to affordable housing, and helping those in need get closer to those who can help.



» public relations

Our media relations specialists develop comprehensive press lists using MediaSource research tools. They track client coverage through LexisNexis research software and subscribe to PR Newswire and Profnet to take advantage of unique and targeted distribution methods that reach a multitude of reporters, producers, and freelancers focused exclusively on our clients' issues. Our clients have been featured in media outlets that include *The Washington Post*, *The Washington Times*,

The Washington Examiner, *Washington Business Journal*, *Baltimore Sun*, *USA Today*, *Wall Street Journal*, *Los Angeles Times*, *New York Times*, *Black Enterprise*, *Parade magazine*, *Time*, *Newsweek*, *US News & World Report*, and local regional and community newspapers. They also have appeared on Univision and Telemundo; NPR's Diane Rehm, Kojo Nnamdi, and Tavis Smiley shows; ABC News' *Nightline* and *20/20*; *NBC News' Dateline*; *CNN* and *CSPAN*; and numerous other network and local broadcast outlets.

Media Materials. To reach large audiences, we help our clients develop news and feature stories that spotlight national and regional trends, highlight their work, and promote their key messages. Our media relations professionals are experts at targeting these and other materials to national, regional, and local mainstream media, as well as trade press, ethnic press, and other specialty outlets. We research policy, industry, and trade media to learn what they want and need from our clients, and investigate our clients' target audiences to determine which messages resonate with them, what media they most trust, and how we can best break through the cluttered media environment to reach them. We create dynamic press kits; develop news sections for client websites; produce schedules of media opportunities; write pitch letters, op eds, and press releases and advisories; produce video news releases; and create template materials to help spokespersons carry the messaging to local media through their own relationships.

Press Conferences. Throughout the planning and execution of press conferences, we provide a full range of support. We craft press conference announcements that produce a broad and expanded impact beyond the event itself. We provide media and speaker training, conduct advance media outreach, and leverage technology (such as satellite feed and Podcasting) to broaden the press conference audience.

We are equipped to:

- Recommend and secure the event location.
- Secure appropriate technical capabilities.
- Provide audiovisual equipment, satellite/ telecommunications, photography, transcription and sign language services, tables and seating arrangements, beverage service, and other needs.
- Set up and tear down the event.
- Provide on-site staffing support for the event, including coordinating on-site logistics, outreach for invited media, media credentialing and check-in, parking for satellite trucks and disabled or special guests, and live-shot arrangements.
- Assemble and distribute any necessary collateral materials.
- Develop talking points or briefing books for speakers.

Crisis Communications. We apply a strategic approach to manage crisis communications. We make sure we know the community thoroughly, keep channels of communication open for feedback and early warning, spring no surprises, inform the community early and often; guard our client's reputation for candor and integrity, know our client's friends, and identify quickly those who may be perennially skeptical. We

» public relations

tailor messages to key levers and majority stakeholders in the community—whether it's local, national, or global—and respond to the vocal minority only when it can advance our client's goals.

In addition, we build relationships with the media that foster knowledge and understanding of our clients' position, issues, and programs long before a crisis demands that we call on the press for fair, well-informed reporting. Within the client's organization, we ensure that all key players are well-versed in the essential facts, on-message with what we want to communicate, and well-coached in dealing with the press and the public.

Media Training.

We provide media training for our clients' designated spokespersons—including officials, employees, partners, grantees, and contractors—in both crisis communication and general media relations. We teach them to anticipate likely questions, handle tough questions they may not wish to answer, conduct effective interviews, help reporters define their stories, simplify complex information, provide compelling quotes, feel comfortable on camera, and control their nonverbal communication and body language. Training sessions include typical, realistic presentation situations (e.g., board room, conference, interview), and provide instructional material, opportunities for role-playing, practice sessions/simulations, case study discussion, and individualized coaching.

Press Clipping Services. We crosscheck media outlets, from traditional print and broadcast to online blogs and other postings, to identify where our client's stories are picked up nationally—and internationally.

"We create clear and visually stimulating designs for functional, user-friendly on-screen experiences..."

Web Marketing. Reingold has experience in all aspects of multimedia development, Web 2.0 technologies, and Web design, from content planning and information architecture to interface design and programming. We create clear and visually stimulating designs for functional, user-friendly on-screen experiences. We also use our marketing expertise to see that our clients' websites appear at the top of search engine search results and reach their target audience with maximum efficiency. Recognizing that electronic communication with stakeholders increases reach and efficiency, not to mention the retention of information, Reingold uses cutting-edge technology to increase message efficacy and reach.

Website Design and Maintenance. Our team develops user interfaces that are intuitive, user-friendly, and able to meet communications objectives. Our graphic and Web designers ensure that all pages have a look and feel that strengthens the agency's identity, reinforces key messaging, and holds the visitor's attention with appealing graphics and readily accessible information that not

only meets their needs, but also gives them a reason to return again and again.

Specifically, we:

- Provide a fresh, innovative, and creative design platform with potentially rich, lively animations and interactive elements using Adobe Flash.
- Make the site easily navigable and provide a seamless user experience with easy-to-use dropdown menus and navigational aids—avoiding the clutter that can often bog down a website.
- Provide advanced capabilities, including downloadable forms, databases, and online surveys; multiple event registrations; and applications, with the ability to post and download different types of files (e.g., PDF and Microsoft Office formats).

» We're on a Mission. Yours.

American Society of Plastic Surgeons (ASPS)

Web Marketing

The American Society of Plastic Surgeons (ASPS) is the largest plastic surgery specialty organization in the world, composed of more than 6,000 board-certified plastic surgeons. Reingold helped ASPS create a brand and identity that highlights the organization's service to the field and its mission to advance quality care to plastic surgery patients.

Despite a long history of distinguished service to plastic surgeons and their patients, ASPS' reputation is challenged by competition from other associations and medical specialties; stigma associated with plastic surgery; reality TV and media sensationalism; and the changing nature of healthcare today. With Reingold's strategic and creative guidance, ASPS is bringing its good work—and the societal benefits of plastic surgery—into the mainstream.

Because 90 percent of the target population first searches online for health-related information, the campaign included the development of new messaging and advertisements for the ASPS website, online surveys, and campaign Web metrics. Our advertising includes paid keyword search advertising as well as advertising on I-Village (the #1 lifestyle site for women in our target audience) and WebMD (the most trusted healthcare information vehicle on the Internet). We also created and placed content on both of these sites, including articles on how to choose a plastic surgeon and what an individual should look for in a plastic surgeon.



- Provide robust search capabilities that automatically update.
- Integrate existing internal applications fully into website structure.
- Enhance information and access for non-English speaking individuals by translating content into a variety of dialects.

Content Management System Development. The value of a well-designed website is lost when content is randomly added without regard for the site's vision, mission, structure, and format. We develop content management systems for clients that need to disseminate large volumes of timely information without overwhelming their audiences and stakeholders with excess content. We also ensure that designated staff

with minimal technical ability can easily update and refresh individual Web pages in a consistent manner. Our systems include templates that enable the addition of new content to maintain the website's look and feel, while allowing the flexibility to tailor and enhance specific designs or content as needed. Working with our clients, we determine their needs and preferences and create systems for developing, approving, and placing new content in a systematic way.

Search Engine Optimization. We ensure that our clients' websites are found by search engine spiders. We optimize sites through keyword research that help our writers develop targeted, relevant content that attracts new visitors searching for our clients' topics. This also helps the site achieve high rankings on search engines powered by Google, Yahoo, and Ask.com, among others. We also break websites

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down into optimized pieces so users can directly access the information they desire from the point of their keyword search. In addition, we develop PSA banner ads and strategically place keywords on Google and other major search engines to increase website traffic through highly targeted search engine queries that offer instant exposure.

Email Marketing and Communication. We create email subscription functions to maintain contact with website visitors—enabling the user to subscribe to updates, news releases, and promotions. When users subscribe, their email addresses enter a self-sustaining database from which they can unsubscribe at any time. We build templates for website administrators to easily send out messages, e-newsletters, Web promotions, and press releases. We also create innovative messaging and materials to not only sustain audience interest, but also to elicit information from subscribers that helps us keep the website up-to-date and responsive to their interests.

Social Networking. We use cutting-edge technology and social media expertise to provide our clients with a targeted and strong online presence. From working with clients to develop online social media communities similar to Facebook, to developing and placing client recruitment videos on YouTube and blogs, Reingold is adept at online viral marketing.

Section 508 Compliance. We review and analyze client websites to ensure that members of the public with disabilities whom the agency has a responsibility to inform have a reasonable ability to access information from the site. Our assessment is based on U.S. Section 508 standards and the Web Content Accessibility Guidelines 2.0 (WCAG), using the latest industry-accepted software tools available. Following review, we resolve any issues.

Website Evaluation. We develop and implement evaluation designs to measure the end users'

U.S. Department of the Treasury

Market Research

Reingold is developing a comprehensive, department-wide marketing and recruitment strategy to help the U.S. Department of the Treasury win the “war for talent.” This research-based strategy—built on a powerful, unified brand—will help all Treasury bureaus attract and retain the top-quality workforce they need to achieve the department’s goals.

Bureaus at the department traditionally approach recruitment individually, missing opportunities to leverage their efforts with one another and benefit from a single, overarching, recognizable brand and identity. Reingold aimed to create a unifying brand, achieve economies of scale in outreach and marketing, and equip the entire department to capitalize on a surge in public interest and enthusiasm for Treasury’s mission and programs.

Reingold met with key leaders of Treasury bureaus to learn directly from them about the department’s marketing and recruitment efforts and determine what has worked well and what has not; which audiences are most critical; and which assets should be brought to the process. Then we conducted a communications audit and analysis of the department’s recruitment materials—and compared them to the best practices used by its primary competitors.

Reingold performed internal and external research as well, beginning with a survey to determine the perceptions of bureau and office leadership, current employees, and job applicants. We augmented these findings through telephone interviews with a segment of the online survey respondents to further explore their opinions and perceptions.

Working with Treasury, we are developing teams that will take ownership of the unified branding and recruitment strategy at the leadership, human resources, management, and recruiter levels within each bureau.

» market research & analysis

experience, the effectiveness of marketing efforts, and the website's ability to influence or change behavior. These designs combine the results of user surveys with detailed Web tracking statistics, including the number of hits, where (geographically) they come from, the referring sites, follow-on sites, and what paths are the most popular. Using Web metrics and analytics, we also evaluate the overall health of the website and identify sections where content needs to be beefed up, refined, or clarified. We conduct usability studies to gauge the effect of our website modifications and compare user responses to those of the initial usability study.

Market Research and Analysis (SIN 541-4A)

Effective target messaging is essential to developing meaningful communication that resonates with key audiences. At the core of these target messages is market research and analysis. Reingold recognizes this process as critical to the creation of an overarching message that applies to all stakeholders.

Focus Groups. Focus groups are an efficient, cost-effective way to gauge audience reaction to a product or message. We have extensive experience assembling and conducting focus groups both in the Washington region and across the nation, using them as an integral component of intelligence gathering and campaign planning and evaluation. We have conducted focus groups for numerous clients in both the public and private sectors, including the U.S. Department of Education, U.S. Department of Health and Human Services, U.S. Department of Labor, and the National Park Service/Chesapeake Bay Gateways Network.

We use focus groups to:

- Provide market research.
- Test preliminary creative concepts, messages, and designs.
- Gather research and intelligence on media that work best.

- Identify effective channels for communication.
- Identify appropriate individuals with influence over target audiences.
- Evaluate campaign effectiveness.

We manage all recruitment, logistical planning, facilitation, and recording of focus groups and develop a summary report that includes findings, analysis, and recommendations.

Perform Telephone and Online Surveys. We use formal interviews, intercepts, and surveys to further determine perceptions of our clients' issues and programs and identify priorities for communications campaigns. Telephone surveys are an excellent tool for gathering and polling a target population's knowledge, perceptions, and attitudes, allowing for open-ended questions and follow up. Online surveys are often more effective for polling a large targeted audience on relatively straightforward questions.

We work with clients to select the sampling frame, develop contact lists, and obtain a random sample. The sample comes from a large and broad pool of respondents to ensure that our surveys are representative of the target audiences and consistent from study to study. This frame reflects the population of interest and allows our team to target our research and project our results to the larger population within a certain confidence interval. From lists chosen by either the client or the Reingold research team, we randomly target a minimum number of respondents that coincides with our desired confidence level, and statistically verify that it is a true representation of the actual population by checking the proportion of each target audience in the sample.

We craft questionnaires and scripts to yield relevant and useful results through questions that are easy to understand, specific and targeted, and nonbiased. Then our trained team conducts the survey, recording exact answers to close-ended questions and noting verbatim responses to open-ended questions. Finally,

» market research & analysis

U.S. Department of Health and Human Services: Bullying Prevention Campaign

Partnership Development

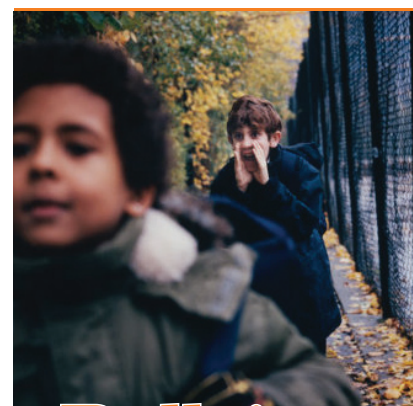
Reingold developed a bullying prevention campaign for the Substance Abuse and Mental Health Services Administration's Center for Mental Health Services (CMHS), called "15+ Make Time to Listen . . . Take Time to Talk About Bullying." We extended the reach of the agency's successful, collaborative bullying prevention effort by aggregating its materials and resources into a comprehensive, multimedia CD and enlisting leaders of national youth, mental health, and education organizations to distribute more than 40,000 copies to parents and educators. This media-driven, teen-directed education campaign involved working closely with the client to gather feedback, as well as coordination with current media partners such as the local news team at WJLA (Channel 7), which helped crystallize the rollout of public service announcements.

Our efforts focused on engaging and educating leaders of associations, institutions, and networks about a bullying prevention resource card that was available to parents, children, and teachers. We identified specific organizations and individuals within these organizations who could serve as torchbearers for the bullying prevention effort. We provided these influentials with the tools, knowledge, and resources to carry the message to their constituents and become involved. The target audiences included students, parents, grandparents, caregivers, educators, mental health professionals and other medical professionals, and administrators of national youth-serving, education, and faith-based organizations.

Within the first two months of outreach, we identified individuals within national organizations who could distribute the resource card to their members and affiliated organizations. They committed to reviewing it and eventually distributing it to their constituents and members. The organizations that pledged support included the National Education Association, Students Against Destructive Decisions, National Association of School Psychologists, Boys and Girls Clubs of America, National Association of Pediatric Nurse Associates and Practitioners, and the AARP Grandparent Information Center.

we analyze the results and draft a report of the preliminary findings and cross-tabulated results that highlight systematic relationships between respondent characteristics, or another variable, and particular answers given. In addition, we highlight the most common and compelling verbatim responses. A final report contains an executive summary of the research findings, research project rationale, methodology, information on survey respondents, key findings for each question, presentation of the quantified results, and our recommendations.

Communications Audits. To supplement available research resources, data, and studies, we are equipped to conduct communications audits to determine how our clients communicate internally and externally and assess the messages and channels they use to communicate to stakeholder groups and the general public. Through an analysis of a client's collateral materials, newsletters, media relations



Bullying:

Help make it stop.

You've seen it at school, in the neighborhood, and online.
You know bullying happens and you know it's not fair. You can help.
Tell an adult or tell the kid who is bullying to stop.
Your classmates are counting on you.

www.OURWEBSITE.org

» enter Reingold

efforts, website, and even correspondence, we identify conflicting messages and ensure consistent brand usage and reinforcement.

Trend and Content Analysis. We use trend and content analysis to identify key messages and perceptions that are generated through independent mainstream media, trade press, and policy reports. Using LexisNexis and MediaSource research programs, we can identify which messages are most often associated with our clients and their programs—helping us to identify potential breakthrough opportunities and strategically focus our outreach efforts while monitoring the progress and impact of our communications campaign.

Partnership Development. Generating participation in large numbers across a wide, varied population is an enormous job. No single organization can do this job alone. Crucial to many comprehensive communication campaigns is the enlistment of intermediaries: “on the ground” champions who believe in your mission and have local influence over your intended audience. Reingold’s expertise in creating “ambassador” programs involves supporting the existing efforts and sharing the best practices of established leaders, organizations, and initiatives that have won the trust and loyalty of their respective publics. We focus on these people and organizations, research them, and reach them with appropriate messages through appropriate channels.

Once we have identified these key stakeholders, we create engaging messages and materials to activate them and provide the turnkey tools—such as talking points, PowerPoint presentations, and collateral materials—they need to spread our clients’ messaging.

When you face tough communications challenges, it is important to work with a firm you can count on. A firm apart from internal politics and external pressures. A firm with a wealth of experience, intellectual energy, and creativity.

Enter Reingold.

We look forward to the opportunity to help you solve your next communication challenge.

References and past performance information for each SIN category available upon request.



Training Services and Development of Training Materials (SIN 874-4)

Instructional Design: Successful training programs help organizations achieve key results and enhance the skills and knowledge of employees around mission critical activities. Reingold works with its clients to develop effective training programs that are targeted to achieve tangible results that have a lasting impact. The first step is to initiate an organizational assessment, or audit, to determine a basic level of capability and identify areas for improvement. Next we develop a thorough training curriculum around specific institutional needs and design an instructional program and support materials that will provide employees with the needed tools and resources to fully accomplish their tasks and meet the organization's goals.

Facilitation: The difference in Reingold's training sessions is that we engage participants to identify their personal frustrations, goals, and aspirations and then directly connect the workshop content to their specific needs. As a result, participants understand the tangible value the training will provide and are invested in accessing its full potential. Alignment of interests and expectations establishes an important level of commitment from all involved and enables the organization to optimize its training activities.

Implementation: Research demonstrates that classroom training alone rarely impacts business results. Results are achieved by applying the knowledge, learning, insights, and ideas from the workshop, requiring a partnership with the managers of those who attend training. We emphasize the importance of managers providing feedback, support, and reinforcement of their employees' new behaviors or skills when they return to work. This comprehensive approach to implementation moves the dial from the typical measurable impact of 20 percent to upwards of 60 to 85 percent.

» government labor rates

Labor Category	Minimum Education/ Certification Level	Minimum Experience*	2016 GSA Rate	2017 GSA Rate	2018 GSA Rate	2019 GSA Rate	2020 GSA Rate
Principal	Bachelor's degree and MBA/MPA	10+ years of consulting experience	\$208.00	\$212.78	\$217.68	\$222.68	\$227.81
Senior Consultant	Bachelor's and graduate degree	6+ years of consulting experience	\$146.00	\$149.36	\$152.79	\$156.31	\$159.90
Consultant	Bachelor's degree	3+ years of consulting experience	\$112.50	\$115.09	\$117.73	\$120.44	\$123.21
Principal/ Creative Director	Bachelor's degree and MBA/MPA	10+ years of experience	\$208.00	\$212.78	\$217.68	\$222.68	\$227.81
Senior Designer	Bachelor's degree or equivalent design school degree	7+ years of design experience	\$146.00	\$149.36	\$152.79	\$156.31	\$159.90
Designer	Bachelor's degree or equivalent design school degree	2+ years of design experience	\$112.50	\$115.09	\$117.73	\$120.44	\$123.21

*Years of experience exceeding the minimum may be substituted for education

Degree	Related Experience Substitution
Associate's	2 years
Bachelor's	4 years
Master's	Bachelor's + 2 years
PHD	Master's + 3 years

Service Contract Act: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire 00Corp Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor

categories. If and/or when the Contractor adds SCA labor categories/employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

» labor categories

Reingold Description of Labor Categories

Consulting Practice

Principal:

Provides strategic guidance and contributes to the overall performance of the firm by directing current client programs. Primary responsibilities include developing senior client relationships, overseeing the development and implementation of overall marketing and communications programs for clients, ensuring the appropriate and sufficient staffing to fulfill all project goals, and managing the financial aspects of client relationships.

Senior Consultant:

Partners with other Reingold team members in carrying out projects to meet the client's strategic communications goals. Through hands-on project management, the Senior Consultant identifies problems and opportunities and recommends courses of action to be taken. Primary responsibilities include maintaining client relationships, reviewing communications materials, providing strategic input, and fostering the generation of creative concepts and ideas for innovative tactics.

Consultant:

Assists the client in researching and analyzing issues. By helping execute the client's mission and project plan, the Consultant provides the second level of project execution for the firm. Primary responsibilities include handling standard client inquiries; researching the client's mission, programs, audiences, and stakeholders; and developing communications reports and materials under the guidance of senior-level Reingold team members.

Creative Services

Principal/Creative Director:

Responsible for making sure that each communication reinforces fundamental communications strategy, connects with priority targets, and accomplishes concrete objectives. Primary responsibilities include developing senior client relationships, overseeing the development and implementation of overall branding and identity development programs for clients, ensuring the appropriate and sufficient staffing to fulfill all project goals, and managing the financial aspects of client relationships.

Senior Designer

Works with client to develop creative briefs and develop design solutions to meet client needs and reflect an understanding of target audiences. Primary responsibilities include communicating effectively with the client and Reingold team, producing effective designs that incorporate overarching strategy, and reinforcing the "big picture" in a creative or communications campaign.

Designer:

Designs concepts and materials that are subject- and context-sensitive to ensure that they achieve client goals and meet their satisfaction. Primary responsibilities include producing effective designs that incorporate overarching strategy.

» labor categories

Other Direct Costs (SIN 541-1000)

Item	Direct Cost
<i>Video Production:</i> Video pre-production, production, post-production of two 30-second television ads and two 15-second cuts on 16 mm film	\$90,693.82
<i>Public Service Announcement TV Placement:</i> Placement with five cable TV networks	\$10,075.75
<i>TV Ad Placement:</i> Placement of TV ads in 20 cities on CNBC; Beta tape duplication and duplication costs	\$452,078.64
<i>Print Ad Placement:</i> Placement of seven print ads in trade/business publications	\$111,939.54
<i>Media Kit Production/Distribution:</i> Printing costs; postage for mailing to media, business, or other audiences	\$12,589.33
<i>CD-ROM Production:</i> 2-color screen on disks, glass master fee, covers with 4-color process printing	\$67,744.28
<i>Outdoor Ad Placements:</i> Commuter rail/bus placement(s) in two cities	\$130,712.67
JIVE-Public Community-OnPrem-250-499 users (per user, per month)	\$11.55
JIVE-Public Community-Hosted-250-499 users (per user, per month)	\$11.55
JIVE-Public Community-Cloud Premier-250-499 users (per user, per month)	\$9.00
JIVE-Public Community-OnPrem-500-2500 users (per user, per month)	\$10.97
JIVE-Public Community-Hosted-500-2500 users (per user, per month)	\$10.97
JIVE-Public Community-Cloud Premier-500-2500 users (per user, per month)	\$8.55
JIVE-Public Community-OnPrem-2500-5000 users (per user, per month)	\$10.42
JIVE-Public Community-Hosted-2500-5000 users (per user, per month)	\$10.42
JIVE-Public Community-Cloud Premier-2500-5000 users (per user, per month)	\$8.12
JIVE-Public Community-OnPrem-5000-10000 users (per user, per month)	\$9.90
JIVE-Public Community-Hosted-5000-10000 users (per user, per month)	\$9.90
JIVE-Public Community-Cloud Premier-5000-10000 users (per user, per month)	\$7.71
JIVE-Public Community-OnPrem-10000+ users (per user, per month)	\$9.50
JIVE-Public Community-Hosted-10000+ users (per user, per month)	\$9.50
JIVE-Public Community-Cloud Premier-10000+ users (per user, per month)	\$7.32